

Utsav Dholakia?Directed Fashion Highlight Elevates CEIF 2026

Published on 02 Feb 2026 | By IFI Correspondent



The **CEIF 2026 (Consumer Electronic Imaging Fair)**, one of the world’s largest imaging and photography exhibitions, opened this year in Mumbai with an expanded cultural agenda that went beyond tech displays to integrate high?end fashion and visual storytelling. The event featured a standout **fashion showcase directed by Utsav Dholakia**, celebrating how visual culture and imaging technology intersect in creative expression.

Hosted at one of Mumbai’s key exhibition venues in January, CEIF brought together leading global brands in cameras, digital imaging, optics and related accessories, cementing its reputation as a premier showcase for the latest innovations in visual tech. Alongside product launches and interactive technology demos, the organizers included a curated runway? style fashion segment to highlight **the artistic side of imaging — where style, motion and storytelling converge**.

The fashion presentation, guided by director **Utsav Dholakia**, aimed to reflect the theme of “India’s imaging future,” using clothing, lighting and movement to emphasise how technology influences perceptions of beauty, texture and motion in the digital age. Models walked amidst installations that blurred the line between photographic presentation and high fashion, illustrating how cameras and fashion can create new visual languages that resonate across creative industries.

Industry insiders at CEIF noted that this year’s edition marked a shift toward **experiential engagement**, where attendees could explore both the functional power of imaging equipment and its application in modern aesthetics, branding, and digital content creation. This hybrid format reflects broader trends: consumers and professionals alike now seek **tools that bridge performance with experiential storytelling**.

Beyond the spectacle, CEIF 2026 continued its role as a business platform, with exhibitors from photography, videography, AR/VR imaging and visual media sectors showcasing products and solutions designed for evolving content ?creation demands. The inclusion of a fashion showcase signals how events rooted in technology are increasingly embracing **culture, creativity and interdisciplinary collaboration**.

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